

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPTON, INC.

AD# BCK164-C4 REQ# M19849 "BUCK THE SYSTEM" - One Pack PG 4/C (5-5/8 X 7-3/4) TV GUIDE, 1990  
Printed in U.S.A.

# BUCK THE SYSTEM



**Full rich flavor, not full price.**

*Available in Kings & Kings Lights*

© Philip Morris Inc. 1990

**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

Mfr's suggested retail price:

Kings Lights: 11 mg. "tar,"

0.7 mg. nicotine av. per cigarette by FTC method.

Kings: 14 mg.

"tar," 1.0 mg. nicotine av.

per cigarette by FTC method.



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